
*Nasir Mahmood, PhD**

*Sidra Tahir***

*Sumbal Asghar****

Influence of SMS (Short Message Service) Language on Academic Writing of Post- Graduate Students

■ Introduction

*“Hi! hw r u? I m f9 n a lil bit bzy 2day btstilwna meet u
4 datwrk @ 12”.*

If you cannot understand the above sentences, then you most likely have not been exposed to the newly born language of the 21st century and it is not your fault because this new century has brought a remarkable technological revolution in the means of communication that has introduced the world with a new term “global village”. The building of global village is standing on the pillar of technology that has connected its inhabitants through means of communication. Now, people can communicate with one another within a few seconds by using new and modern invention like mobile phone that has opened a new door of communication through means of writing, but, without using paper and pencil and this way of communication is called “texting”. Texting is the most recent form of current technology by which people can rapidly and easily send and receive

* Professor of Education, Allama Iqbal Open University, Islamabad, Pakistan

** Graduate, Institute of Education and Research (IER), University of the Punjab (PU), Lahore, Pakistan

*** Visiting Faculty, IER, PU, Lahore, Pakistan

messages. The change in form of electronic gadgets and the growing speed of internet had been catalytic in reshaping the length and form of electronic messages; as it got shortened from a lengthy electronic mail to instant message (IMs) on internet, then to, SMS (short message service) on cell phones.

It's the universal truth that all the living languages change in terms of words, phrases, etc through coining and borrowing, according to different cultures and geographical venues. Baron (2000) says that "Trying to standardize language once and for all is like trying to stop the tides". At the end of 21st century, the way electronic gadgets got smaller, language too became short in form and took the shape of abbreviated language that is known as "SMS language".

SMS language is a deviated form of standard language. It consists of incomplete sentences, informal structure and misspelled words. The obvious reason behind the usage of this sort of abbreviated language is to save time, money, space and effort. If a person wants to convey this message that "I am coming", he can abbreviate the complete sentence with a single word "cmng" which gives the same meaning. In this way the sender can save time, money and effort. The credit of invention of this new SMS language goes to the teenagers of 21st century who do not feel comfortable in sending complete and long sentences. They prefer communicating longer concepts in fewer words by means of SMS.